

## East Hollywood Business Improvement District

### BOARD OF GOVERNORS MEETING

Wednesday, April 3, 2013

Church of Scientology  
(4810 W. Sunset Blvd. Los Angeles, CA 90027)

### MINUTES

Governors Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Massachi, Reuveni, Shield, Swanson, Underdown, Zaman

Staff: Gubler, Shahenian

Guests: Karreno Alexanyan, Chase Bank; Alan Buckman, Local Thunder; Christine Jerian, CD-13; Linda Lawrence, public; Sharyn Romano, HBT

- I) Call to Order  
Zarrinnam called the conference call meeting to order at 3:45 pm. The group members in attendance made self-introductions.
- II) Public Comment  
Reuveni discussed a community emergency preparedness training to be held in May.
- III) Approval of Minutes  
**Motion** by Carlson, seconded by Reuveni to approve the February 27, 2013 Meeting Minutes.  
**Motion** carried.
- IV) Financial Report  
Shahenian noted that the BID had a beginning balance of \$67,705.50 and an ending balance of \$59,423.93 for the month of March. \$8,287 was expended on monthly streetscaping/maintenance fees.
- V) Board of Governors Appointment  
The Board reviewed the nomination of James Underdown to serve a two year term on the Board of Directors. Underdown has been the Executive Director of the Center for Inquiry and the Steve Allen theater since 1999.  
  
**Motion** by Massachi, seconded by Shield to appoint James Underdown to the EHBUD Board of Governors.  
**Motion** carried.
- VI) Board of Governors Nominations  
Zarrinnam noted that 2 vacancies remain on the BID Board.

**Motion** by Carlson, seconded by Koretz to nominate David Devine and Karreno Alexanyan to the Board of Directors.

**Motion** carried.

VII) Presentation by Alan Buckman, Local Thunder

Buckman discussed his business, Local Thunder which helps small businesses compete in the e-commerce arena, through the creation of mobile websites. The websites responsive design elements focus on local search and shopping to help drive business locally.

VIII) Cleaning Contract Update

Romano provided the Board with a cleaning update. She noted that 424 bags were pulled in March and that the watering scheduled had been adjusted because of the rain during the month.

The group discussed the Vermont Ave. trees. It was noted that the Chinese Pastiche are blooming.

IX) Vermont Triangle

Alexanyan noted that the Loz Feliz BID had adopted a motion to transfer control of the Triangle to the EHBID.

X) IFGU Campaign

Zarrinam discussed the June 4<sup>th</sup> Invest From the Ground Up conference and East Hollywood Campaign. The group discussed purchasing banners to help with the campaign and to further promote the BID.

Motion by Massachi, seconded by Swanson to allocate up to \$5,000 for the purchase and placement of the pole banners.

XI) Vermont Medians

Christine noted that the Medians will cost more than previously anticipated. She notified the group that the awarded amount will cover only 4 medians. The funds will be allocated in June or July and that there will be an additional 6 months for the contract to go to bid. She noted that the group should anticipate a cost of \$20,000 to put the medians to BID and an additional 15% of the total cost towards inspection fees.

Motion by Reuveni, seconded by Shield to reaffirm the Boards commitment to moving forward with the Median project with the City as the lead.

XII) Reports from Public Agencies

Jerian discussed illegal vending signs. She noted that the signs are expected shortly.

XIII) Next Meeting Date

The next meeting of the EHBID was scheduled for Wednesday, May 8th at 3:30 pm at the Center for Inquiry.

XIV) Adjournment

The meeting was adjourned at 4:40 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahenian". The signature is written in a cursive, flowing style.

Nicole Shahenian  
Executive Director